

Exhibit A

NAMA

35TH
Western Convention
& Trade Show

The Universe of

VENDING

You ain't seen nothing yet!

PROGRAM

APRIL 11-13, 1996

ANAHEIM, CALIFORNIA

ANAHEIM CONVENTION CENTER

1996 Convention and Trade Show

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CONVENTION & TRADESHOW INFORMATION

REGISTRATION

All NAMA members, exhibitors, nonmembers and visitors must register. Admission to convention and education sessions, trade show and spouse programs is by badge only.

REGISTRATION FEES - CONVENTION & TRADESHOW

	<u>NAMA MEMBERS</u>	<u>NON- MEMBERS</u>
Operators, Distributors, Brokers, Sustaining and Spouses	FREE	\$60.00
Non Exhibiting Machine Manufacturers and Suppliers	\$75.00	\$150

REGISTRATION HOURS

Wednesday, April 10	11:00 AM - 5:00 PM
Thursday, April 11	7:30 AM - 4:00 PM
Friday, April 12	8:00 AM - 4:00 PM
Saturday, April 13	8:00 AM - 3:30 PM

TRADESHOW HOURS

Thursday, April 11	10:30 AM - 4:00 PM
Friday, April 12	10:30 AM - 4:00 PM
Saturday, April 13	10:30 AM - 4:00 PM

NOTE:

Trade Show opens each day at 9:30 AM for brokers and distributors.

STROLLERS, CAMERAS and RECORDING DEVICES are not allowed into the Education Sessions or on the Trade Show Floor. Your cooperation will be appreciated.

BADGES

For a quick way to recognize what part of the industry a fellow conventioneer represents, here's a list of the badge colors and descriptions:

RED	- Operator Member
GREEN	- Broker, Distributor, Sustaining, Non-Exhibitor Manufacturer and Supplier Members
BLUE	- Exhibitor
BLACK	- Nonmembers
YELLOW	- Press and Visitors
PURPLE	- NAMA Staff

NAMA member badges are clearly marked for your convenience.

BADGE

The back of your paper badge is encoded with your demographic information, some exhibitors may request this badge in order to capture this information through an electronic lead capturing system. In addition to your paper badge, you will receive a plastic "credit card" type badge. Other exhibitors may use this badge to assist in taking your information for post-show followup in place of your business card.

EDUCATION SESSIONS

All education sessions will be held in the Anaheim Marriott. See pages 14-19 for complete details. Admission to all sessions is by registration badge only.

TRADE SHOW

The trade show is open from 10:30 a.m. to 4:00 p.m. Thursday, Friday and Saturday. An alphabetical listing of all exhibitors begins on page 24. Admission to exhibits is by registration badge only.

SPONSORSHIP LEVELS

GOLD SPONSORS

Automatic Products International, Ltd. (Booth #447)
Coca-Cola USA (Booth #245)
Coin Acceptors Inc. (Booth #354)
Frito-Lay, Inc. (Booth #555)
M & M/Mars and Mars Electronics
International (Booth #663)

SILVER

Conlux USA Corporation (Booth #519)
Crane National Vendors (Booth #465)
Dixie-Narco (Booth #487)
General Mills, Inc. (Booth #684)
Kraft Foods, Inc. (Booth #645)
Little Charlies Convenience Foods (Booth #667)
Nabisco, Inc. (Booth #525)
Skywire (Booth #436)
Superior Coffee and Foods (Booth #373)

BRONZE

ECC Vending Products (Booth #929)
Haas Baking Company (Booth #336)
Vendors Exchange International, Inc. (Booth #447)
Veryfine Products, Inc. (Booth #272)

Sponsors

Arrowhead & Calistoga (Booth #861)
California Food & Vending (Booth #920)
Ocean Spray Cranberries (Booth #547)
Polyvend, Inc (Booth #536)
Smiley's Foods (Booth #524)

**Say Thanks to your
Convention Sponsors!**

PROGRAM ITEMS SPONSORED

Spouse Program

Friday, Coca-Cola USA (Booth #245)
Saturday, Crane National Vendors (Booth #465)
Thursday, Hospitality Room, Vendors Exchange
International, Inc. (Booth #447)

Media Room

Conlux USA Corporation (Booth #519)

Message Center

Dixie-Narco (Booth #487)

Show Floor Lounges

Kraft Foods, Inc. (Booth #645)

New Product Showcase

General Mills, Inc. (Booth #684)
Skywire (Booth #436)

Education Patron

M & M/Mars and Mars Electronics
International (Booth #663)
Nabisco, Inc. (Booth #525)

Education Sponsor

Dixie-Narco (Booth #487)

Super Breaks

Coca-Cola USA (Booth #245)
Frito-Lay, Inc. (Booth #555)
Haas Baking Company (Booth #336)
Little Charlies Convenience Foods (Booth #667)
Ocean Spray Cranberries (Booth #547)
Superior Coffee and Foods (Booth #373)
Veryfine Products, Inc. (Booth #272)

Party

Bottled Water-Arrowhead & Calistoga (Booth #861)
Activity Stations-Automatic Products
international, Ltd. (Booth #447)
Popcorn-California Food & Vending (Booth #920)
Soft Drinks-Coca-Cola USA (Booth #245)
Activity Stations-Coin Acceptors Inc. (Booth #354)
Caricature Artist-Dixie-Narco (Booth #487)
Beer-ECC Vending Products (Booth #929)
Disc Jockey-Frito-Lay, Inc. (Booth #555)
Chips & Salsa-Frito-Lay, Inc. (Booth #555)
Pizza-Little Charlies Convenience Foods
(Booth #667)
Caricature Artist-Polyvend, Inc (Booth #536)
Pita Rollups-Smiley's Foods (Booth #524)
Coffee-Superior Coffee and Foods (Booth #373)

1996 WESTERN EXHIBITORS

This 35th Annual NAMA Western Trade Show is the largest in our history. Over 200 major suppliers and manufacturers are participating in this marketplace.

The exhibitors have invested much time and money in planning and presenting their exhibits with you in mind. This is a once-a-year opportunity for you and you want to use every one of the 18 valuable hours of exhibit time available to you. Professionals in every exhibit booth are there to help you in every way possible.

We're glad you are here! Enjoy every minute of your Convention and Trade Show!

Exhibitors who are Convention Sponsors have their company name in bold face. New exhibitors are noted with a * next to their company name. Also, exhibitors offering show specials are noted with a \$ next to their company name. Finally, Exhibitors with Impact are noted with an * next to their name.

BOOTH

\$•A.G.E.....818

1231 NE 8th Avenue
Ft. Lauderdale, FL 33304
TEL NO: 954-527-0907
FAX NO: 954-527-0226

Pre-paid long distance calling card vending machines and cards.

\$•ASC AUDIT SYSTEMS COMPANY.....821

1925 F Greenspring Drive
Timonium, MD 21093
TEL NO: 410-666-3800
FAX NO: 410-666-3872

*Retrofit Dex Electronic Audit Devices, pocket size Dex Data Retriever,
Route Reporting Software, Portable 'Dumb Mech' testor.*

•AT&T CAPITAL CORPORATION803

27461 Calle Arroyo, Suite 206-3
San Juan Capistrano, CA 92675-2718
TEL NO: 714-489-9512
FAX NO: 714-489-9511

Automotive and truck financing information.

ABLOY SECURITY, INC.....367

6015 Commerce Drive, #450
Irving, TX 75063
TEL NO: 214-753-1127
FAX NO: 214-753-0792

High security locks, padlocks, cam locks, and T-handle cylinders.

ADAMS & BROOKS, INC.....766

1915 South Hoover
Los Angeles, CA 91106
TEL NO: 213-749-3226
FAX NO: 213-746-7614
*P-Nuttles Butter Toffee Nuts, Coffee Rio Coffee Candy, Cup-O-Gold.
Cherry-A-Let, Fairtime Taffy, Lollipops.*

..500	KIC PRODUCTS	778
	P.O. Box 56 Peterborough, NH 03158-0056	
	TEL NO: 800-818-1932	
	FAX NO: 603-924-7663	
..812	<i>Manufacturer and supplier of 'PRESAT' brand cleaning cards for dollar bill readers and magstripe readers. We will be introducing our new 'Opaque' cleaning cards.</i>	
	KRAFT FOODS, INC.....	645
	NORTH AMERICAN FOODSERVICE DIVISION	
iffs.	One Kraft Court Glenview, IL 60025	
377	TEL NO: 847-646-4287 FAX NO: 847-646-6838	
	<i>General Foods International Coffee and beverage products; Oscar Mayer brand frozen and refrigerated food products; Breyer's yogurts; Jell-O brand desserts.</i>	
nd		
	LANCE, INC.	779
	P.O. Box 32368 Charlotte, NC 28232-2368	
14	TEL NO: 704-554-1421 FAX NO: 704-556-5638	
	<i>Complete line of filled sandwich crackers and cookies, fat free and reduced fat products, nuts, potato chips, cakes and snack crackers.</i>	
ly		
ar	LITTLE CHARLIES CONVENIENCE FOODS	667
	115 W. College Drive Marshall, MN 56258	
5	TEL NO: 507-532-3241 FAX NO: 507-537-8291	
	<i>Stuffed Pockets, Baker's Hearth sandwiches, Bagel Wraps, Pizza Sensations, 5" Pizza, IW egg rolls, Hot Potato, Lean Select pockets.</i>	
	LOBO SALES & MARKETING.....	724
	E680 W. Lowes Creek Rd. Eleva, WI 54738	
	TEL NO: 715-287-3535 FAX NO: 715-287-3536	
	<i>Candy, snack and soda vending equipment for 'small locations'. All mechanical, non-electric floor model vending equipment.</i>	
	M & M/MARS	663
	800 High Street Hackettstown, NJ 07840	
	TEL NO: 908-852-1000 FAX NO: 908-850-2734	
	<i>Reduced calorie & fat products; ice cream, confectionery.</i>	
	MARS ELECTRONICS INTERNATIONAL	663
	Brandywine Industrial Park 1301 Wilson Drive West Chester, PA 19380	
	TEL NO: 610-430-2500 FAX NO: 610-430-2694	
	<i>Mars Electronics International will display electronic coin changers and bill acceptors for use in various vending applications.</i>	
	BOLD FACE COMPANY denotes Convention Sponsorship	
	• First Time Exhibitor	
	• Show Specials	

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